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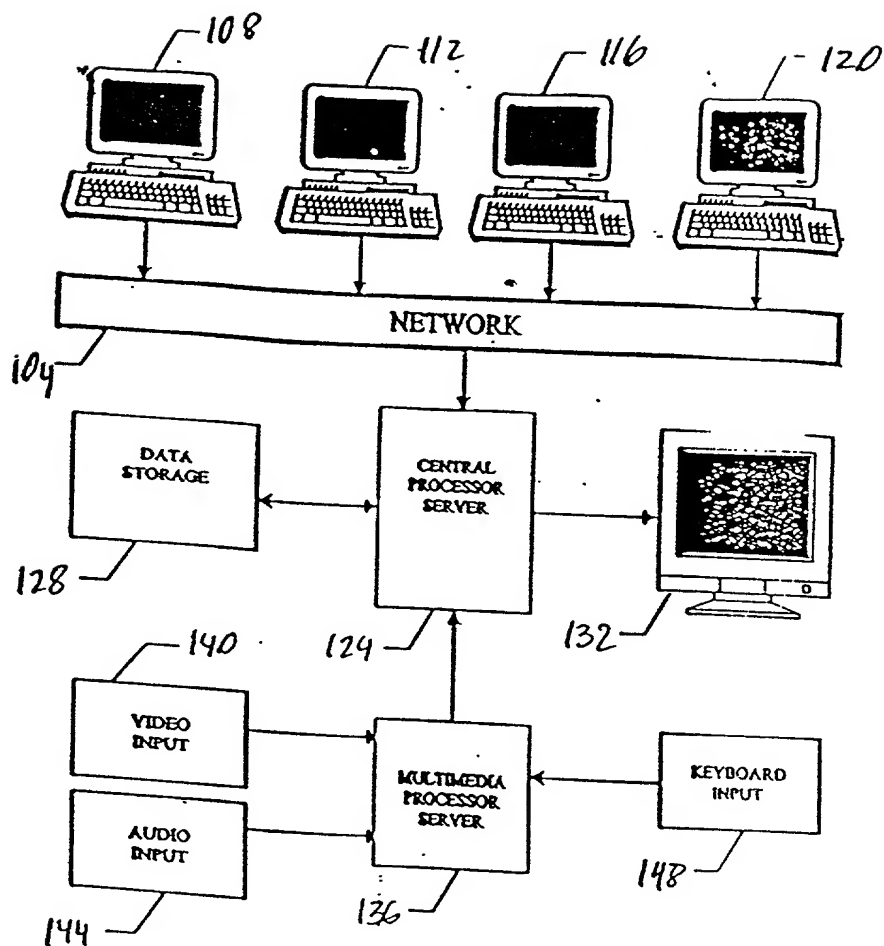


FIG. 1

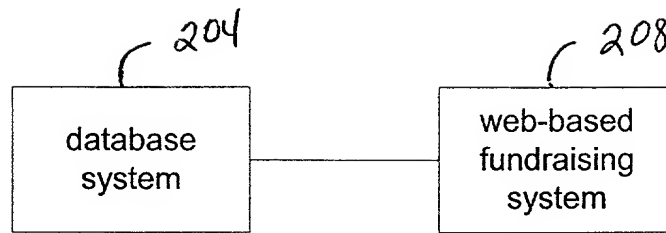


FIG. 2

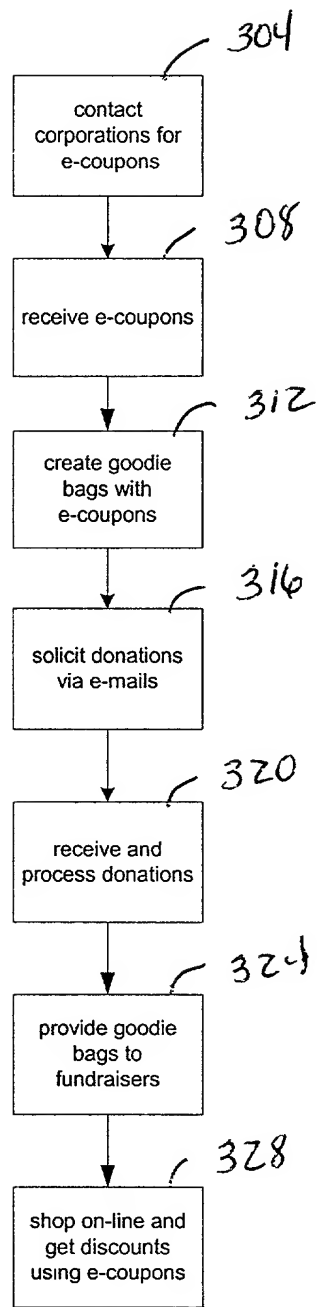


Fig. 3

[illegible][Help](#) | [Logout](#) | [Contact Us](#)

FIG. 4

Prepared an email that detailed the program

----- Original Message -----
From: sdaniher@kintera.com
To: Mark.eyeglasses.com
Sent: Monday, October 08, 2001 5 15 PM
Subject: A traffic driver for you, a reward for good citizens!

A traffic driver for you, a reward for good citizens.

Dear Mark,

I work for Kintera, a company that services nonprofit organizations. I am currently building an incentive program to encourage nonprofit fundraising participants to get more involved online. We service over 80 clients, including AIDS Walks, Arthritis Foundation, MS and more. We provide tools that allow nonprofits to reach their constituents online, build personal pages for each participant and email friends, family and coworkers about their fundraising efforts in a fun, secure and easy environment.

We are building a test program and would like your company to participate. We are looking for 2,000 online discount coupons for participants in the Alzheimer's Memory Walk in San Diego on 11/10/01.

Ultimately, I'd like to find a way to roll out incentives to all of the events we host. This year, we have reached over 800,000 participants doing well for the community. Next year, we will top 1,000 events and 2 million people.

The demographics of these participants are: 18-49, Adults, with a high disposable income and an affinity for the Internet. We offer an easy way to reach these participants and we're only looking for incentives to distribute that will drive traffic to your site. You choose the discount; we'll distribute it for you.

Here's how we see the program working:

- Nonprofit participant raises money for their cause online.
- At the end of the fundraising period, we email them the coupon codes of our partners. -We can build a system that distributes your unique coupon code numbers per participant if you prefer, or, just one code for everyone. It is your

FIG. 5

Using Sphere reports, I was able to gauge the level of interest in the program and send a follow up email

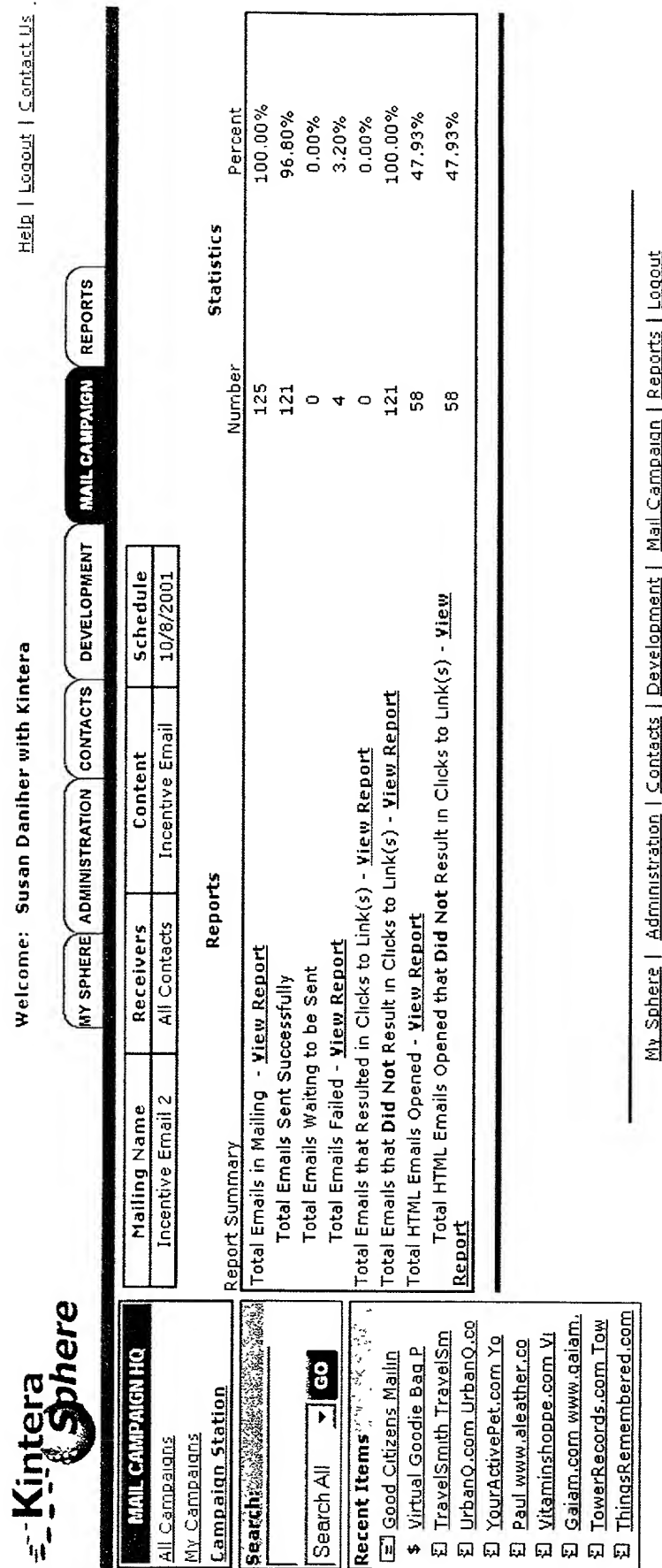


FIG. 6



Registration Form



Virtual Goodie Bag Participation Form

Thank you for your interest in our Virtual Goodie Bag Program!

Simply fill out the form below and email your logo (preferably in an eps) to sdanilov@kintera.com no later than **Friday, November 23rd**.

Thank you for your participation!

Contact Information	
* First Name:	<input type="text"/>
* Last Name:	<input type="text"/>
Company Name:	<input type="text"/>
* Email:	<input type="text"/>
* Business Phone:	<input type="text"/>
* Please describe your offer:	<input type="text"/>
Offer expires:	<input type="text"/>
Quantity of coupons:	<input type="text"/>
Restrictions or Disclaimers:	<input type="text"/>
* Coupon code:	<input type="text"/>
<input type="button" value="Submit"/>	
* required information	

FIG. 7

Discount coupon code and description were received through the Sphere registration form.


Personal Info 	
Name: Mark Agnew	Marketing Source:
Greeting: Mark Agnew	Gender:
Org. / Company: Eyeglasses.com, Inc.	Birthdate:
Position:	Category:
Email: mark@eyeglasses.com	Special Flag:
Address Line 1:	
Address Line 2:	
City: N/A	
State:	
Zip:	
Country:	
Home Phone:	
Business Phone: (203) 838-4844	
Fax:	
Notes:	
<div></div>	
Please describe your offer: 15% Discount on any purchase Quantity of 10000 coupons:	Offer expires: 1/1/2002 Restrictions or Disclaimers: Please describe

FIG. 8

Report of Participants

Welcome: Susan Daniher with Kintera

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- MY SPHERE
- ADMINISTRATION
- CONTACTS
- DEVELOPMENT
- MAIL CAMPAIGN
- REPORTS

Initiative Name	Goal	Type
Good Citizens Online Rewards Program	0	Simple
Sign Up		Contact

All Contact Report

Search for: _____ as a Show all records

Showing 1-17 of 17 records (1 pages), records per page.

Prev 1 Next

Last Name	First Name	Email	Please describe your offer	Restrictions or Discl:
Agnew	Mark	mark@eyeglasses.com	15% Discount on any purchase	
Birch	Jamie	jbirch@thecreek.com	\$5 off any order of \$25 or more!	cannot be used with another promotion
Bry	Barbara	bbry@proflowers.com	\$5 off on any purchase	Please enter the code at checkout. Coupon is not va
Galimba	Norman	norman.galimba@personalcreations.com	\$10 off any order \$50 or more	Not valid with any other coupon, prior purchase or e
Gonzalves	Maria	maria@esticker.com	Get \$5 off any purchase of \$20 or more	
Hutchinson	Chris	chutchinson@finishline.com	\$10 off your purchase of \$50 or more	
Levensohn	Peter	Peter@Flower.com	15% off all purchases	
March	Dan	dmarch@novica.com	\$15 OFF	May not be applied against shipping charges; May n
March	Dan	dmarch@novica.com	\$15 OFF	10% off purchases more than \$0.00, excludes Diam
O'Brien	Mark	mobrien@ashford.com	10% off	Orders can be placed by visiting www.mrsfields.com
Podany	Nickole	Nickolep@mrsfields.com	\$5.00 off an purchase of \$30.00 or more	Not valid with any other offer.
Reddemann	Valerie	val@greenfeet.com	\$5 off \$25 purchase, \$10 off \$50 purchase	

FIG. 9

Donor or participant receives email from us after event

Dear [[First Name]],

Thank you for participating in the 11th Annual 5K Memory Walk. Please click here to access your [online coupons](#) as thanks for fundraising online! We hope that you enjoyed using your personal donation page to ask your friends and family to get involved in Memory Walk and submit secure online donations.

Thank you,
Alzheimer's Association - San Diego Chapter

FIG. 10

Each offer contains instructions on how to receive discount.

Here is your Virtual Goodie Bag™

Thank you for participating in the 2001 Memory Walk. Here are your online coupons! Simply choose the offers you wish to redeem and follow the instructions below.




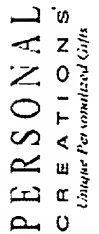


Company Name	Description	Offer Expires	Restrictions or Disclaimers	Instructions
 eyeglasses.com	15% discount on any purchase!	1/1/2002	Not valid with any other offer.	Enter this code at checkout: kintera15
	\$5 off any order of \$25 or more!	12/15/2001	Not valid with any other offer.	Enter this code at checkout: WHA3101
	\$5 off on any purchase!	12/31/2001	Not valid with any other offer.	Click on this link to receive your discount:
	\$10 off any purchase of \$50 or more!	12/31/2001	Coupon is not valid with any other offers.	Enter this code at checkout: 4002EM
	\$5 off any purchase of \$20 or more!	1/1/2002	Not valid with any other offer.	Enter this code at checkout: reward\$20
			Not valid with any other coupon.	

FIG. 11

Using a special code they enter at checkout.

FIG. 12



15% discount off
any purchase!

10/5/2002

Not valid with any other offer.

Enter this code at checkout: CHARITY




Redeem Any Special Offers

Promotion Code:
If you are responding to a special offer, enter the promotional code here.


Promotion Code Number:

Gift Certificate/Coupon:
If you are redeeming gift certificates or coupons, please check this box. ☐

Continue Check Out



MAKE IT HICKORY FARMS SPECIAL



Store Locator | Corporate Gift Center | Favorite Food Sites | Become an Affiliate | Free Catalog | Jobs